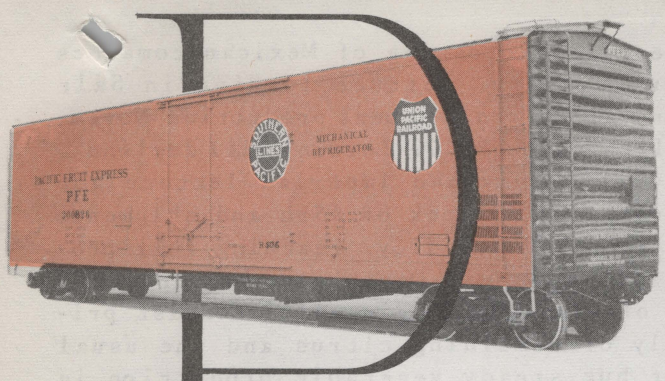
P 12-1

F. E. Dowd

S. R.

DEC 14 1959



NEWS LETTER

PACIFIC FRUIT EXPRESS COMPANY

SAN FRANCISCO, CALIFORNIA

NOVEMBER 1959

P.F.E. LOADINGS

	1959			1958		
	PFE Cars	Foreigns	Total	PFE Cars	Foreigns	Total
October	*26,055*	*2,537*	*28,592*	*27,551*	*2,642*	*30,193*
January-October	*256,601*	*30,928*	*287,529*	*272,260*	*27,596*	*299,856*

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CAR SITUATION

Car situation on contract lines during first half of November was satisfactory and followed the usual November pattern of comfortable supplies in most sections. While satisfactory, supply was considerably less than that of same period in 1958; however, we were able to assist Canadian National Railway in Ontario and Quebec by allowing them to retain Toronto and Montreal releases, and a few of our cars were placed for eastbound loading in Ohio and Indiana. During last half of November, however, loadings have held up remarkably well, exceeding loading of last year in spite of use of insulated box cars for canned goods and heavier per car loading of vegetables under incentive rates. By November 20th, supplies in principal loading districts were no more than adequate to afford efficient railroad operations. Lighter car supplies and heavier loading will necessitate obtaining full efficiency and maximum car activity through remainder of month and well into December.

CROP CONDITIONS

ALONG UNION PACIFIC -

Utah-Idaho District: Harvest of eastern Idaho potatoes has been completed and tubers are all in safe winter storage. Bureau of Agricultural Economics estimate Idaho production at 38,760,000 cwt. compared with 41,580,000 cwt. produced during 1958 season. Loadings have continued in consistently heavy volume through month, and with present good market demands, steady volume loading may be anticipated next several weeks.

Northwestern District: Shipping from this area during November is following normal pattern. Apple and pear loadings are in normal seasonal volume and should continue except during the period of Holiday interruption the latter part of month. Miscellaneous loading in Puget Sound area continues to run consistently below previous year due to greater use of box cars for

canned goods and beer loading.

Eastern District: With northern Colorado potatoes and Colorado mixed vegetables having completed their shipping seasons, loading in Eastern District consists principally of packing house products and miscellaneous commodities which should continue to move in normal seasonal volume during remainder of month.

ALONG SOUTHERN PACIFIC -

Oregon: Perishable shipping from this area consists principally of pears from storages in Rogue River Valley and potatoes from Klamath Basin. Potato loadings are running well above last year due to attractive incentive rates which are now competitive with the trucks. In Willamette Valley, from Eugene northward to Portland area, loading consists of frozen food, canned goods and other miscellaneous commodities. Loading generally has been in good seasonal volume and will continue so through remainder of month with usual lull during Thanksgiving Holiday.

Northern California: Harvest of navel oranges in Porterville section commenced early in month, reaching good steady volume by November 15th. Full production will be reached during last week of November and will continue through December. Fresh shipping of Emperor grapes declined rapidly after first of November and by the 15th, practically all grape shipments were being made from storage. With Thanksgiving market satisfied, grape loading will show a further decline; however, movement should continue at lowseasonal volume through winter. Miscellaneous vegetables from Salinas Valley moved in good volume through November 16th at which time entered pre-Holiday decline, and loading will continue at lower levels through remainder of November and until commencement of demand for Christmas markets. Canned goods loading from San Francisco Bay Area, San Jose and Sacramento-Stockton areas, will continue to move in good seasonal volume through month.

Southwestern District: First crossing of Mexican tomatoes was received at Nogales on November 12th, this, incidentally, being the earliest crossing of Mexican tomatoes in our history. Lettuce loading in Salt River Valley reached peak production November 12th through 17. Loading will decline gradually. Yuma and Imperial lettuce got underway during week of 15th and shipments will increase steadily, reaching full production about mid-December. In territory west of Banning, loading will consist primarily of remaining citrus and the usual light but steady vegetable production in Guadalupe-Santa Maria area and around Oxnard.

T&NO: All varieties of winter vegetables in producing areas of Texas progressed satisfactorily during month of November under favorable growing conditions. A light movement of peppers from Rio Grande Valley got underway about middle of month and will continue in small but steady volume through November and into December or until stopped by first heavy frosts. Low temperatures have been experienced on several occasions in Del Rio, Eagle Pass and Uvalde areas; however, the principal winter commodity moving in carlot shipments from these areas is spinach which was not affected by cold weather. Heavy frost occurred in north end of Rio Grande Valley October 18th-19th, causing spotted damage to peppers in that area.

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In the August *News Letter* we reported that P.F.E. was authorized to construct 1,025 multi-purpose mechanical refrigerator cars and first cars should be in service by February, 1960. Starting of construction on these new cars has been delayed by the prolonged steel strike and it is now estimated the production line may not get underway until March or April of next year.

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You will be interested in reading attached reprint from an advertisement entitled *'....so I stopped and thought it over,'* recently issued by the Bangor and Aroostook Railroad, which we have been privileged to reproduce through the courtesy of Mr. W. Gordon Robertson, President of the B.A.R.

The Management extends congratulations and best wishes to the following PFE employes who reached service anniversaries with our Company during the month of November 1959:

35 YEARS SERVICE

William G. Steffanus	Car Department	Los Angeles
Homer E. Ellis	Car Department	Roseville
Paul Udbye	Car Department	Roseville

30 YEARS SERVICE

H. A. Cook	AGM's Office	Omaha
Andres M. Rubio	Car Department	Roseville
Henry T. Bent	Car Department	Tucson
Thurman A. Brooks	Car Department	Tucson
Juan M. Duran	Car Department	Tucson
Benjamin H. Paddock	Car Department	Tucson
Jack McCall	Car Department	Brooklyn
H. W. Barrett	Ice Plant	Tucson

20 YEARS SERVICE

G. L. Miller	Superintendent's Office	Portland
Pio C. Castorena	Car Department	Los Angeles
Malcolm M. Hones	Car Department	Los Angeles

15 YEARS SERVICE

B. Romero	Agency	Denver
J. C. Barnett	Agency	Kansas City
G. C. Frew	Superintendent's Office	Ogden
Mrs. V. I. Fawkes	Superintendent's Office	Portland
F. L. Monroe	Superintendent's Office	Houston
E. G. Barnett	Agency	Hearne
Wade F. Irwin	Store Department	Nampa
Jesus M. Cardenas	Car Department	Tucson
James A. Watson	Car Department	Tucson
Clifford M. Glenn	Ice Plant	North Platte
Martin Luna	Ice Plant	North Platte
Petronillo Luna	Ice Plant	North Platte
Gary B. Munsee	Ice Plant	Pocatello
L. S. Dominguez	Ice Plant	Tucson
M. B. Yanez	Ice Plant	Tucson

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The following PFE people have recently retired from our service and to each of them we extend our best wishes for a long and happy retirement:

Cleve Deal	Carman	Los Angeles
Gabriel M. Garcia	Carman	Los Angeles
Edwin H. Hermanson	Carman	Los Angeles
John Osborn	Carman	Colton
Jacob W. Ruby	Carman	Nampa
Juan P. Salcido	Carman	Tucson

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UNITED CRUSADE AND COMMUNITY CHEST CAMPAIGNS

While all of the returns are not yet in, preliminary reports indicate that once again P.F.E. people have made it possible for our Company to be among those firms at the top of the ladder in contributions to the various United Crusade and Community Chest Campaigns throughout the territories we serve.

The San Francisco General Office had participation of 97% and contributions ran 121% of its quota. Our offices in the Chicago area had a 91% participation and an increase in contributions of 7.4% over year 1958, and our offices in the Omaha area and under that jurisdiction, as well as other offices, shops, stores, ice plants and other facilities throughout our system, maintained an excellent participation and contribution record.

Each of us who participated can feel very proud of the part we played in this worthwhile public necessity and humanitarian cause.

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"No matter which side of an argument you get on, you will always find some people with you that you wish were on the other side."

-- *Jascha Heifetz*

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CHAS. AHERN
Vice President & General Manager

(Reproduction of an advertisement recently issued by Bangor and Aroostook Railroad, with minor changes to fit the railroad perishable industry generally .....used through the courtesy of Mr. W. Gordon Robertson, President of the B.A.R.)

.....SO I STOPPED AND THOUGHT IT OVER

The question was: "What is the best way to ship my perishables?"

I was looking for the service that would relieve me of shipping headaches -- give me the reliability and flexibility I need to keep a jump ahead of competition.

I picked the railway. And here are the reasons why:

1. I can get cars to load when I need them. Cars load and unload easier, quicker. Crew work can be planned better on both ends -- adds up to saving in time and money.

2. Dependable, all-weather service, summer or winter, gives me peace of mind. Fast schedules give me good shipping control.

3. I have diversion privileges when needed -- tracing and expediting services, too. And I have Rail Perishables Inspection Agency Services at all major terminals -- a wonderful safeguard for my shipments.

4. I have reliable refrigeration or heater car service. Modern refrigerator cars pre-heated for loading when needed, assure me of the safety of my perishables. I get cars with thermostatically controlled alcohol heaters that assure uniform control of desired temperatures enroute ... an ideal service for commodities enroute to processing plants requiring conditioning in transit.

5. I have two free days at destination with liberal provision for longer hold-over when needed. This is like having a warehouse on track -- avoids cluttered terminals -- often gives me opportunity to sell directly from cars.

6. I like dealing with people I know -- people representing a company of sound financial responsibility.

7. I can get more profit per unit because of greater volume per load thus placing me in a better competitive position at market.

When I compared these advantages with other kinds of transportation, I picked railway because, for my money, the railway is the right way to ship perishable products.

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